# Definition

## Project Overview

A key component to any strategic marketing, branding or business growth is market segmentation.

## Problem Statement

* Customer segmentation
* Customer churn prediction
* Customer lifetime value forecasting

## Metrics

# Analysis

## Data Exploration

## Exploratory Visualization

## Algorithms and Techniques

## Benchmark

# Methodology

## Data Preprocessing

## Implementation

## Refinement

# Results

## Model Evaluation and Validation

## Justification

# Conclusion

## Free-Form Visualization

## Reflection

## Improvement